

Lineaverde

International



The international version of the leading magazine in Italy for floral and ornamental horticulture



Version internationale de la revue de floriculture et d'arboriculture ornementale leader en Italie



Internationale Version von der führenden Zeitschrift in Italien auf dem Gebiet der Zierpflanzenzucht

January 2015

Myplant & Garden launch a new event for flower and plant nurseries and gardens

Myplant & Garden eine neue der Blumen- und Pflanzenzucht sowie der Gartengestaltung gewidmete Veranstaltung

Myplant & Garden une nouvelle manifestation dédiée à la floriculture et au jardin

Hosted at Milan's Exhibition Centre in Rho Pero, a new event dedicated to gardening and plant cultivation is scheduled to take place from 25th to 27th February 2015. The fair will have a B2B orientation and has ambitions of growing into a main attraction for exhibitors and sector insiders from both Italy and abroad. The exhibition will centre around a display of indoor and outdoor plants and cut blooms. Alongside this hub there will be an array of technical products (soils, planters, seeds, greenhouses etc.) for gardeners and growers as well as services for the industry (hardware, software, administration and management tools etc.) a display of equipment and machinery for gardening and green husbandry. In addition there will be an important section dealing with large and small construction projects for the garden. From the very beginning this event has been designed to cover a wide geographical and climatic area. The organisers, who togeth-

er with the consortium of businesses promoting the show, have already met with local and national organisations, consortiums, individual businesses and groups from all over Italy and the results have been very encouraging. With a database containing 16,000 entries, the objective is to offer companies operating in the industry access to their target consumers as well as greater opportunities to grow their activity in both the public and private sectors. The event, which will take place annually, consists of six exhibit sectors: nurseries, cut flowers, technical supplies, services, gardening equipment and machinery and garden construction. ■